

ICE CREAM PRICES CUT ON EXPOSURE OF PROFITEERING

Sodas, Too, Come Down as
Result of Evening World's
Crusade Against Extortion.

By P. Q. Foy.
(Special Food Expert for The Evening
World.)

The Evening World's campaign against extortionate prices charged for ice cream, in the face of the lower wholesale cost of all materials, has brought some relief. Hundreds of manufacturers and retailers have already cut prices. Some of the ice cream parlors that charged from 20c to 25c for a medium sized plate are now serving it at 15c. Ice cream, to comply with the requirements of the local Health Board, must contain 8 per cent. butterfat. This does not include the solids or the so-called "body" material. Retail dealers claim the large companies are to blame for the high prices.

The following from a Columbus Avenue dealer is a fair sample of many letters received:

"We buy from — Ice Cream Company. A 20-quart can costs \$8.00,

or \$1.50 a gallon. A 20-quart can weighs only 28 pounds of ice cream net. A pint carton of ice cream compressed weighs one pound. We get only 40c a pint, one pound, retail, or \$1.20. Deducting the cost, \$8.00, leaves us \$3.20 gross profit, which does not include the cost of cartons, 1 1/4c each, overhead and waste.

"F. C. OSER."

As to the way Evening World readers feel about the matter, here is a sample letter:

"I read with interest your article on ice cream profiteering. Happy to see The Evening World take hold of this condition. No reason for ice cream soda selling for the price it does. Should be the same now as before the war. Knowing that the general public will appreciate your effort, I am, yours truly,

"J. K. KEANE."

The Evening World's exposure of the extortion in the sale of cheap beverages to mothers and small children brought quick results. The day following the exposure one West Broadway drugist cut ice cream soda from 17c, including war tax, to 11c, and a big chain of beverage dispensaries made the same cut yesterday. As these beverages only cost about 5c a gallon to manufacture, a retail price of 5c a glass would give a profit of nearly 200 per cent. for "overhead," as many retailers put only about half ounce of ice cream in a drink. According to Income Tax Bureau experts, there are more than 10,000,000 glasses of such beverages consumed in the United States annually.

It is safe to say fully \$75,000,000 a year is spent for them in Greater New York, and the saving effected by The Evening World's crusade against the extortionate dealers will save at least \$25,000,000 a year to the consumers.

sumers. Many of these beverages not only have little or no food value, but are positively deleterious to health, especially for small children. The activity of the Health Department in safeguarding the public against these harmful beverages is to be commended.

CASTLE CREDIT
OPEN DAILY
TILL 6 P.M.
SATURDAY
TILL 9 P.M.
1374 Broadway
2 DOORS ABOVE 37th ST.
Gifts for
Brides and Graduates

14-kt. Green or White Gold
Bracelet Watch, 16-jewel,
rectangular movement, \$60.

White or yellow gold, 1 diamond, 2 sapphires, Gypsy ring, \$100.

These can be purchased
on our weekly payments
\$25.00 \$1.00 Weekly
\$50.00 \$1.00 Weekly
\$100.00 \$2.00 Weekly
For Book of Gems
A STORE—NOT AN OFFICE

Necco Wafers
Assorted
5¢
at Candy Places

—pure sugar candies, so generous and so satisfying! Every roll contains 40 crisp wafers of many fine flavors. Kiddies love them!
New England Confectionery CO.
Over 75 Years of Successful Candy Making

WEDGES OF JUICY RIPE PINEAPPLE IMBEDDED IN CREAM—CHOCOLATE COATED
A treat!
5¢

THE BIG STORE

MAIN FLOOR SEIGEL-COOPER BUILDING SIXTH AVENUE, AT 19TH STREET

A SHOPPING PLACE FOR THRIFTY PEOPLE
Operated by the ROSS STORES, Inc.

A Few Extra Special Week-end Bargains at
the BIG STORE TO-DAY and SATURDAY
MANY OTHERS NOT ADVERTISED—WALK IN—LOOK AROUND
STORE OPEN ALL DAY SATURDAY

New Purchase 5000 PAIRS
Women's White Canvas Pumps, Oxfords and One Eyelet Ties

These are all high-grade shoes—made from fine quality white canvas and Eavescloth. Hand turned soles, with full Louis, medium and low heels; all sizes and widths. Regularly sold for \$3.00, \$3.50 and \$4.00 all to go at one price of

1.69 PER PAIR

350 Misses' and Women's Gingham Dresses
FOR STREET WEAR

Made in the fine Checks and Plaids, in Red and White, Black and White, Blue and White and other color combinations. 25 different models to select from, sizes 16 to 52. Regularly sold for from \$4 to \$8—specially priced at from

2.98 to 4.98

Baronette Satin SKIRTS
Sport models. Gathered at back. Detachable belts, silk pockets. Trimmed with pearl buttons. In an assortment of White, Lavender, Green, Navy Blue, Gray and Black. Regular value \$7.98. Special, only

5.00

BROOKLYN
Store Open All Day Saturday.

OPPENHEIM, COLLINS & CO

FULTON STREET—BROOKLYN

Dress Offerings of Unusual Interest

Exclusively Modeled
Summertime Frocks
of Tricolette
Very Attractively Priced

25.00

Full Range of Sizes for Stout Women

These frocks are decidedly different—developed in bright summer-hued Tricolette, and exquisitely trimmed with embroidery or beads, they are truly dresses of unusual beauty.



On Special Sale Tomorrow

Imported
Hand Made
Blouses

3.85

Sheer Batiste, entirely hand made, embroidered, drawn and tucked; some trimmed with real Filet; sizes from 36 to 46.



Chic Sport Sweaters

of Fibre Silk

Charming Sweaters of Fibre Silk. Tuxedo models in fancy weaves; attractive sash; in the newest sport shades.

8.90

"Roselle" Corsets

Low, medium and elastic top models in Pink Broche and Satin; some trimmed with lace and ribbon; for average and stout figures.

3.95

Satin Petticoats

Shadowproof petticoats in tailored models; double panel; white and flesh.

2.95

Novelty Sport Skirts

Very Specially Priced

9.75

Superior Crepe de Chine in Flesh and White; box and side pleated models.

Linen and Gingham Dresses

Substantially Reduced in Price

A wide selection of enchantingly designed frocks of superior checked Gingham trimmed with lace or combined with Voile, and beautiful linen-voile combinations, cooling, comfy, chic.

18.00

A Noteworthy Offering of
Dotted Georgette Dresses

For Women and Misses

Drastically Reduced for Immediate Disposal

No C. O. D.'s

15.00

No Approvals

A limited quantity of higher-priced frocks of exquisite Dotted Georgette, dainty in design and character, and attractively set off with trimming of Taffeta.

Special for Men, Women, Children and the Home

- Women's Sport Hats**
785 Hats from our regular stock; including all the regular summer models and this season's fashionable colors. Hats that were formerly sold for as high as \$2.00. All to go while they last at, each, only
- 1.00**
- 25 Doz. Women's Cotton Bloomers**
In flesh and white. Full range of sizes. Regular 55c. Quality. Specially priced at only
- 39c**
- 45 Doz. Women's Ribbed Vests**
Low neck, shoulder straps. Lace trimmed. Extra large sizes, up to 50. Regular price 55c. Special, only
- 39c**
- Women's Silk Boot Stockings**
4 silk line top, in black, white, blue, cerise, gray and changeable effects. All sizes. Regular value 85c. Special per pair, only
- 49c**
- 42 Doz. Children's Dresses**
Fine quality gingham and chambray. Plaids and checks. Sizes 2 to 14. Regular \$1.25 value. Special for this sale, only
- 79c**
- 50 Doz. Children's Play Suits**
Just received, large variety of fabrics and very latest models, trimmed collars and pockets. Sizes 2 to 10. Mothers know these goods are scarce. We have the largest selection in New York. Specially priced, from
- 49c to 1.29**
- 65 Doz. Boys' Crash Pants**
Summer weight, in stripes and plain crash. Sizes up to 15. Regular value \$1.00. Very special, only
- 69c**
- 75 Doz. Children's Socks**
Fancy cuff tops and plain colors. Sizes up to 10. Regular 25c quality. Special for this sale, per pair, only
- 15c**
- 1500 Men's Negligee Shirts**
Madras, Cord, Percale, Reps and Crepes; in stripes and plain colors; sizes up to 17; specially priced, while they last at, each, only
- 1.00**
- 500 Doz. Men's Soft Collars**
A new purchase. All well known makes. Materials include crepe de chine, tulle, lace, and small figured silks, plume, reps, cords, beaded weaves, etc. Sizes 12 1/2 to 15. Values 25c to 40c. Thousands of ties have taken advantage of our limited collar sale the past two weeks. Better stock up for the summer at the still lower price of, each, only
- 12 1/2c**

STORE OPEN 9:15 A. M. TO 6:15 P. M. QUICK SERVICE—PLENTY SALESPeOPLE.
6th Ave.—SIEGEL-COOPER BLDG.—at 19th St.

Corns

Lift Right Off!
No Pain at All

Apply a few drops of "Freezone" upon that bothersome corn, instantly it stops hurting; then shortly you lift that sore, touchy corn right off, root and all, without the slightest pain or soreness.

End Any Corn or Callus.
Tiny bottles of "Freezone" cost but few cents—drug stores.

Teeth Without Plates

I Save Decayed Teeth, Tighten Loose Teeth, Treat Diseased Gums, BETS OF TEETH, Gold, Silver, Porcelain, Crowns, Bridgework, Fillings, and Inlays of Gold, Silver and Porcelain Made at Reasonable Prices. Badly decayed Teeth and Root carefully extracted. Teeth thoroughly cleaned. BROKEN PLATES REPAIRED WHILE YOU WAIT.

DR. BLOOM
2 E. 125th St. 109 E. 34th St. N. W. Cor. 3d Ave. 740 Lexington Ave., cor. 59th St. (Over Liggett's Drug Store).
OUR 125th ST. AND 34th ST. OFFICES WILL BE OPEN ON SUNDAY UNTIL 7 P. M.
Hours 9 A. M. to 6 P. M. Daily

TO-NIGHT Tomorrow Alright

KEEPING WELL—An NR Tablet (a vegetable aperient) taken at night will help keep you well, by toning and strengthening your digestion and elimination.

Used for over 30 years

Get a 25c. Box

Accredited Day and Evening Courses leading to the Degree of
Doctor of Medicine & Surgery
Study Medicine at night

Opportunities to work with through School, make up on medical credits, for catalog, address Secretary, Chicago Medical School, 3530 Rhodes Ave., Chicago.

TIZ FOR TENDER, SORE, TIRED FEET



No more sore, burning, swollen, tender, tired feet. No more shoe tightness. No more sharp, stinging pains from corns, callouses, bunions or raw spots.

No matter what you have tried with out relief, just use Tiz. Tiz is the only remedy that draws out the poisonous exudations that cause swollen, burning, tender feet. Tiz ends your foot troubles. Your shoes will not seem tight and your feet will never hurt or be sore or swollen.

Get a small box of Tiz at any drug or department store and get instant relief. Wear softer shoes. A whole year's foot comfort guaranteed for a few cents—Advt.

Clear Baby's Skin With Cuticura Soap and Talcum

Soothes, cleanses, keeps the skin free from eruptions, rashes, chafes, etc. CUTICURA SOAP AND TALCUM, 15c. Each.

Sunday World Wants Work
Monday Morning Wonders